

## ABSTRACT

The invention relates to a method and an apparatus for computer controlled administration of interactivity for elements 11, 12 and 15 of a video sequence 10, wherein the elements 11, 12 and 15 are audio, visual or content related elements, the method comprising associating an identifier to the elements 11, 12 and 15 of the video sequence 10, which is potentially activatable, and setting timestamps for the identifier as activability criteria for the associated element 11, 12 and 15 in response of an action of processing person of the video sequence 10 upon its reproduction.

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